

**METHOD AND APPARATUS FOR PROVIDING ADDITIONAL INFORMATION TO
A SELECTIVE CALL DEVICE ABOUT A BROADCAST**

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Abstract of the Disclosure

A technique is used for providing additional information about a broadcast presentation that allows a user interested in the additional information to acquire it easily, using a selective call device or a television remote control device to easily acquire an information address during the broadcast when a prompt is presented during the broadcast. An advertiser can send the additional information over a wide area radio selective call communication system or can post it at a universal resource locator of a computer network. The information address is used to acquire the additional information. The information address can be stored, selected and deleted in the selective call device or remote control device. The prompt can be disabled or enabled manually or based on location.